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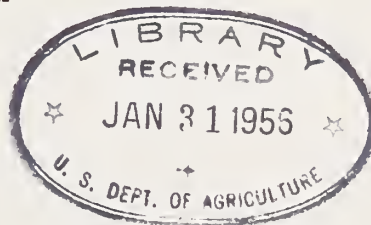
REASONS GIVEN BY CERTAIN WYOMING SCHOOLS
FOR NONPARTICIPATION IN THE SPECIAL SCHOOL MILK PROGRAM

This report summarizes the findings and conclusions of one in a series of studies of the Special School Milk Program undertaken by State educational agencies in cooperation with the United States Department of Agriculture, Agricultural Marketing Service. Funds to conduct these studies were made available by the Commodity Credit Corporation to permit the appraisal and development of new and more effective methods of increasing the availability and consumption of milk in schools.

This study was undertaken by the Wyoming State Department of Education in the fiscal year 1955, and was conducted by Josef Replogle, Coordinator, Wyoming State Department of Education and Harold V. Webb, Department of Education Administration, University of Wyoming.

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REASONS GIVEN BY CERTAIN WYOMING SCHOOLS
FOR NONPARTICIPATION IN THE SPECIAL SCHOOL MILK PROGRAM

Purpose of Study

To determine why schools are not participating in the Special School Milk Program and the steps to be taken to increase the number of schools in the Special School Milk Program.

Procedure for Conduct of Study

Information for the study was obtained through personal interviews with principals and school officials in 41 schools having an average daily attendance of slightly over 13,000 pupils or approximately 20 percent of the total elementary and secondary students enrolled in the State of Wyoming. The interviews were conducted in the spring of 1955.

Analysis of Data

1. Eighteen of the 41 sample schools gave as their reason for nonparticipation the fact that their enrollment consisted primarily of ranch and farm children who consumed enough milk at home.
2. Fourteen schools reported that the administrators and teachers were either not interested in the program or did not wish to be bothered with the extra effort involved in conducting the program.
3. Fifteen of the principals indicated that a lack of community interest was the reason their schools did not participate in the Special School Milk Program.
4. Eight schools offered the reason that too much administrative detail restrained them from participation in the Special School Milk Program.
5. Six schools stated that they did not participate because there was no source of Grade A milk close at hand. These schools were actually

serving milk in their school lunch program, but because of limited milk deliveries (2 or 3 times a week), existing storage space did not permit service of additional milk.]

6. Lack of storage space was offered as the reason for nonparticipation by two schools.

Conclusions

The reasons most often given for nonparticipation in the SSMP were:

1. Administrators and teachers are not interested. Principals in 14 schools indicated to the interviewers that they and their teaching staffs were not interested in the SSMP when asked their reasons for not adopting the program. The directors of the study interpreted this to mean that the superintendent of schools was not interested in the program and had not informed the school staffs of the benefits to be derived from participation.

2. Lack of community interest. In many instances there was no evidence to indicate that any attempts had been made to stimulate community interest in the program. The authors felt very strongly that the role of the local milk producer was not sufficiently emphasized in informing the community of the benefits to be derived under the program. It was suggested that an interested association of milk producers could do a great deal through personal contact and other media to explain and stimulate interest in the program.

"An example of the salutary effect on the Special School Milk Program of one milk producer's efforts to increase milk consumption is revealed in the following figures: Sheridan, Wyoming, Wyoming's fifth largest city, received \$10,508.60, or one-fourth of the total reimbursement to the state under the Special School Milk Program during the 1954-55 school year. One thousand nine hundred seventy-five school children in Sheridan's seven schools

drank 410,715 half pints of milk during the year. The reimbursement was made to the Sheridan schools for 281,399 half pints of milk. It so happens that ... a milk producer in the Sheridan, Wyoming area has exerted considerable effort to publicize the benefits of the milk program. Not only did his efforts result in greatly increased consumption of milk by the school children but he has profited considerably by the increased consumption rate."

3. Farm children do not need extra milk. The authors were unable to check the validity of this reason for nonparticipation and assume it is supposition on the part of the superintendent interviewed. The following facts were observed:

a. Many children hesitated to drink milk with their school lunch meals saying that "the milk tastes different" from the raw milk flavor to which they are accustomed at home.

b. Children who habitually drink milk at home do not hesitate to drink milk on other occasions.

The directors of this study conclude that the reasons for nonparticipation in the sample schools surveyed in the final analysis are (a) lack of interest, (b) lack of initiative, and (c) lack of imagination on the part of the school administrators in the individual schools.

In view of the above findings and conclusions, four fertile areas for possible effort to correct this situation were suggested by the directors of the survey:

"They are: (1) The point of emphasis in explaining and promoting the Special School Milk Program should be with the school administrators of each school, (2) Effort should be made to inject information about the school lunch program and its benefits into training programs in colleges and universities which train school administrators, (3) That effort be made from the vantage point of over-all curriculum to inform all school personnel of the advantages to the student which can be derived from consumption of milk;

this would mean working with school nurses, in training schools for teachers, curriculum specialists in State departments of education, and any other personnel who help determine curriculum, and (4) Means should be provided through which the National Congress of Parents and Teachers as well as the State and local organizations of the P-TA by which the members of this organization can be informed directly of the advantages and opportunity of participation in the Special School Milk Program. It is quite likely that should the local P-TA be 'sold' on the program, all the reasons given by school administrators for nonparticipation would disappear..."

